

Message Text

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R 221346Z JAN 76
FM SECSTATE WASHDC
TO AMEMBASSY PARIS

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E.O. 11652: GDS

TAGS: EGEN, PROP, FR

SUBJECT: PATRONAT DEBATE ON TV

REF: PARIS 652

1. WE AGREE THAT THE PROPOSAL SET FORTH IN THE REFTEL WOULD BE A MAJOR EVENT FOR FRENCH TV. SUCH A TELECAST, IF IT CAN BE ARRANGED, MIGHT ALSO BE OF INTEREST TO PBS HERE.

2. WE DO NOT BELIEVE, HOWEVER, THAT IT WOULD BE APPROPRIATE FOR US TO PLACE THIS PROPOSAL IN THE FIRST INSTANCE BEFORE THE U.S. INDUSTRIAL LEADERS. WHILE WE COULD CERTAINLY ENDORSE THE PROPOSAL ONCE IT IS MADE, WE BELIEVE IT SHOULD BE FIRST SUGGESTED TO EACH OF THE U.S. LEADERS IN A LETTER FROM THE PRESIDENT OF THE PATRONAT, PREFERABLY WRITTEN IN ENGLISH, WHICH HE WOULD AIRMAIL DIRECTLY TO EACH PROSPECTIVE PARTICIPANT. THE LETTER COULD USEFULLY MENTION THE POSSIBLE LIST OF FRENCH PARTICIPANTS, TO INDICATE TO THE AMERICANS

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THE KIND OF PARTICIPATION LIKELY ON THE FRENCH SIDE.

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3. KAUTZ MAY ALSO HAVE SUGGESTIONS, WHEN HE VISITS PARIS, REGARDING POSSIBLE U.S. PARTICIPANTS.

4. THE EMBASSY MAY ALSO WISH TO POINT OUT THAT TO BRING TOGETHER SUCH A PROMINENT GROUP OF AMERICAN BUSINESS LEADERS (WHETHER IN PARIS OR IN NEW YORK, IF THE LATTER PROVES MORE CONVENIENT, WHERE A CONVERSATION COULD BE TAPED EQUALLY WELL FOR LATER TELECAST) IT MAY BE DESIRABLE TO CONSIDER THE TELECAST CONVERSATION AS ONLY A PORTION OF WHAT MIGHT BE A ONE OR TWO-DAY MEETING BETWEEN FRENCH AND U.S. BUSINESSMEN.

5. WE RECALL THAT A THREE-DAY MEETING WAS HELD IN PARIS IN 1966, ORGANIZED BETWEEN BAUMGARTNER AND DILLON, IN WHICH GATES, BLOUGH, BORCH, NICKERSON, BECHTEL, TRIPPE AND W.B.MURPHY WERE AMONG THE U.S. PARTICIPANTS; IN 1970 THE DEPARTMENT BRIEFED A BUSINESS COUNCIL GROUP ORGANIZED BY FRED BORCH WHICH WAS GOING TO PARIS FOR A SECOND SUCH MEETING WITH THE PATRONAT, AND WHICH INCLUDED DILLON, GATES, JAMIESON, HOWARD MORGENS, W.B.MURPHY, KEENER, HAGGERTY AND GILBERT HUMPHREY. THERE IS A TRANSCRIPT OF THE 1966 ROUND BUT NO RECORD OF THE 1970 MEETING. PETROW ALSO DISCUSSED WITH HUVELIN ANOTHER SUCH MEETING IN 1971 BUT THIS DID NOT MATERIALIZE.

6. THE EMBASSY MAY WISH TO SUGGEST THIS MORE EXTENSIVE MEETING TO CEYRAC, WHICH COULD SERVE AS A FRAMEWORK FOR A TELECAST PORTION. THE PATRONAT MIGHT IN ANY CASE DRAW UPON ITS PAST EXPERIENCES AND FOCUS ON ONE U.S. LEADER TO MOBILIZE THE OTHERS, EITHER FOR THE TELECAST ALONE OR FOR A MORE EXTENDED MEETING ALONG THE LINES OF PAST SESSIONS. SISCO

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